

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Withdrawn)
2. (Withdrawn)
3. (Withdrawn)
4. (Withdrawn)
5. (Withdrawn)
6. (Withdrawn)
7. (Withdrawn)
8. (Withdrawn)
9. (Withdrawn)
10. (Withdrawn)
11. (Withdrawn)
12. (Withdrawn)
13. (Withdrawn)
14. (Withdrawn)

15. (Withdrawn)
16. (Withdrawn)
17. (Withdrawn)
18. (Withdrawn)
19. (Currently amended) A method for displaying advertisements at a user location, comprising:
 - ~~generating~~ determining a customer preference ~~containing user characteristics~~;
 - displaying ~~said~~ entertainment content at the user location, the entertainment content including insertion points for display of advertisements;
 - ~~transmitting~~ receiving a plurality of advertisements ~~to~~ at the user location;
 - selecting a subset of the transmitted advertisements based upon the customer preference;
 - and
 - displaying at least one of the selected advertisements during at least one of the insertion points.
20. (Original) A method as recited in claim 19, comprising:
 - distributing a pre-recorded medium containing the entertainment content and storing the medium at the user location.
21. (Original) A method as recited in claim 20 comprising:
 - recording entertainment content on a medium having a hardware security feature such that display of the entertainment content is possible only upon a player device including hardware compatible with the hardware security feature.
22. (Original) A method as recited in claim 21 wherein:

the medium comprises a disk having a diameter greater than about 125 mm and less than 300 mm.

23. (Currently amended) A method as recited in claim 21 wherein:
the medium comprises a disk having data recorded on a reflective layer and an optically transmissive coating having a total transmission at 635 nm of less than a predetermined minimum transmission. ~~the minimum transmission set forth in the standard DVD specification.~~
24. (Original) A method as recited in claim 19, comprising:
selecting a subset of the transmitted advertisements at the user location based upon the customer preference, and
caching the subset at the user location.
25. (Currently amended) A method as recited in claim 24, comprising:
selecting at least one of the cached advertisements based upon the customer preference,
and
displaying the selected cached advertisements during ~~the~~ at least one of said insertion points at the user location.
26. (Original) A method as recited in claim 19, comprising:
receiving the entertainment content from a source remote from the user location.
27. (Original) A method as recited in claim 19, wherein:
selecting a subset of the transmitted advertisements based upon the customer preference comprises selecting a transmitted advertisement based on the customer preference at a plurality of user locations in accordance with a purchase transaction by an advertiser.
28. (Original) A method as recited in claim 19, wherein:

selecting a subset of the transmitted advertisements based upon the customer preference comprises selecting a transmitted advertisement based on the customer preference at a plurality of user locations in accordance with a winning bid of an advertiser in an auction.

29. (Withdrawn)

30. (Withdrawn)

31. (Withdrawn)

32. (Withdrawn)